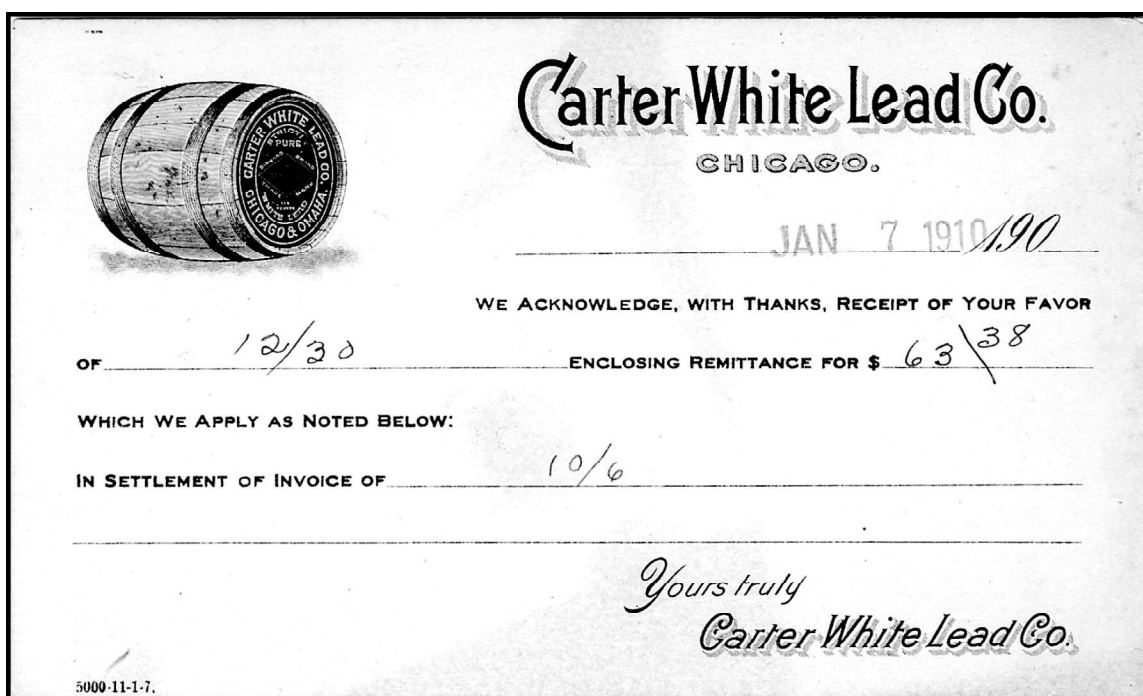


Carter White Lead Company

Bob Szymanski (LM#145)

As a perfin collector, I am always on the look-out for postcards with perfins. I have been successful in obtaining multiple copies of the advertising postcards of the Carter White Lead Company. Although not a name that might conjure up good thoughts (it has been many years since the lead paint problems have been brought to the public's attention) this was certainly not the case in the early part of the last century.

Carter White Lead Company was the user of perfin pattern C6, a rather pleasing looking pattern of a C inside a diamond, inside a circle. If you look at the non-advertising postcard pictured you can notice the round barrel top with a red colored diamond inside. This is a good indication of the source of the idea for the pattern.



Early Spring must have been the time to sell paint! Notice the postcard messages all take the high road. They emphasize the reliability, satisfaction, lack of

cracking or scaling - overall the best white lead paint available! There was not one mention of price; how advertising has changed over the years!

Postcards in my collection include the following:

04-19-09	#331	First Meeting House	Concord, Massachusetts
04-21-09	#331	First Meeting House	Concord, Massachusetts (2 copies)
04-26-09	#331	First Meeting House	Concord, Massachusetts (2 copies)
04-29-09	#331	"Dreamwold" Farm	Egypt, Massachusetts
04-30-09	#331	First Meeting House	Concord, Massachusetts
04-30-09	#331	"White House"	Washington, DC
03----10	#331	"Walnut Hall"	Lexington, Kentucky
04-19-10	#331	"Walnut Hall"	Lexington, Kentucky
04----10	#331	"Dreamwold"	Egypt, Massachusetts
04-19-10	#331	"Dreamwold"	Egypt, Massachusetts (2 copies)

The four different cards are reproduced here obverse and reverse for your enjoyment, as each is different. Unfortunately, having only four different means that I have nine duplicates. If you have any desire to trade for some advertising card not shown here, or

anything else for that matter, please let me know! Feel free to call me at (508) 478-7303 or e-mail at perfinman@comcast.net. Members who can add information to this article are encouraged to contact Bob Szymanski.

